

Action Item

Personnel, Evaluation and Nominations Committee

Appointments to advisory committees

The Committee is asked to consider the enclosed nominations to fill vacancies on the Grant Advisory Committee (GAC).

The following list provides the number of vacancies and nominations for GAC.

California State University Campus Representative
One (1) Vacancy – One Nomination

- Ms. Susan Gutierrez

Independent California Colleges and Universities Campus Representative
One (1) Vacancy – One Nomination

- Ms. Catherine Graham

Responsible Person(s): Keith Yamanaka
Chief Deputy Director

CALIFORNIA STUDENT AID COMMISSION

APPOINTMENT FOR GRANT ADVISORY COMMITTEE

CALIFORNIA STATE UNIVERSITY CAMPUS REPRESENTATIVE

Susan Gutierrez
Director of Financial Aid
Sonoma State University
1801 East Cotati Avenue
Rohnert Part, CA. 94928

Term: 11/18/09-11/18/11
Replacing: Reappointment

Background: Susan Gutierrez has over twenty years of experience in the financial aid field across a variety of segments: proprietary, community college, independent non-profit, and California State University. Ms. Gutierrez began her career as a financial aid officer at Heald College where she placed her Cal Grant award on hold in order to support her husband while he was attending college. The following year, she moved on to Santa Rosa Junior College as a financial aid technician. In 1994, she was able to complete her undergraduate degree at the University of San Francisco using her Cal Grant award, while concurrently working at Dominican University. Since 2001, Ms. Gutierrez has been the Director of Financial Aid at Sonoma State University.

She currently holds the position of chair of the Grant Advisory Committee.

THE CALIFORNIA STATE UNIVERSITY
OFFICE OF THE CHANCELLOR

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CSAC
EXECUTIVE OFFICE

BAKERSFIELD

July 16, 2009

CHANNEL ISLANDS

CHICO

Ms. Diana Fuentes-Michel
Executive Director
California Student Aid Commission
P.O. Box 419026
Rancho Cordova, California 95741

DOMINGUEZ HILLS

EAST BAY

Dear Ms. Fuentes-Michel:

FRESNO

The California State University re-nominates Susan Gutierrez for appointment to the CSAC Grant Advisory Committee. In her position as Director of Financial Aid at Sonoma State University, Ms. Gutierrez has responsibility for all aid programs, including the Cal Grant program. Ms. Gutierrez is currently serving as chair for the Grant Advisory Committee and the continuity in leadership would be beneficial to the group. Ms. Gutierrez may be reached at the following address:

FULLERTON

HUMBOLDT

LONG BEACH

Susan Gutierrez
Director of Financial Aid
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, California 94928
(707) 664-2287
susan.gutierrez@sonoma.edu

LOS ANGELES

MARITIME ACADEMY

MONTEREY BAY

NORTHRIDGE

Enclosed for your review is additional information for your consideration in support of her nomination.

POMONA

SACRAMENTO

With kind regards,

SAN BERNARDINO

Sincerely,

SAN DIEGO



Charles B. Reed
Chancellor

SAN FRANCISCO

SAN JOSÉ

SAN LUIS OBISPO

CBR:mlh-d

SAN MARCOS

Enclosure

SONOMA

c: Dr. Ruben Arminana, President, Sonoma State University
Dr. Jeri Echeverria, Executive Vice Chancellor/Chief Academic Officer
Mr. Allison G. Jones, Assistant Vice Chancellor, Academic Affairs
Mr. Dean Kulju, Director, Student Financial Aid Services and Programs

STANISLAUS

July 13, 2009

Susan Gutierrez
Director of Financial Aid
Sonoma State University
1801 East Cotati Avenue
Rohnert Park, CA 94928

Voice: (707) 664-2287
Fax: (707) 664-4242
E-mail: susan.gutierrez@sonoma.edu

I began my career in financial aid in 1989, after having realized that my husband and I would not be able to “live on financial aid” and both finish our undergraduate degrees concurrently. I was grateful to have been eligible for a Cal Grant A at that time, but without any other grant or scholarship assistance, I chose not to rely on subsidized student loans and found a job at Heald College instead while my husband enrolled in school full-time.

My experience as a frustrated financial aid applicant left me inspired to help other hopeful students navigate and understand the process with all its opportunities and limitations. My turn to finish my undergraduate degree came in 1994, and with the assistance of the Cal Grant A program I graduated from the University of San Francisco with a BS in Information Systems Management. This degree was particularly useful in the field of financial aid because of the increasing need for automation to deliver funds to students efficiently and accurately.

As I advanced in my career and pursued opportunities at other institutions, I gained experience in the independent, community college, and California State University segments. I am committed to represent the interests of the students and institutions in my system, but I am also sensitive to the differing needs of the other segments. I received training in my master’s degree program in Organizational Development that helped me to understand the human systems that play a critical role in delivering financial aid to students, and I am experienced with collaborative decision-making models that help ensure the needs of all parties are met to the fullest extent possible.

Since first being appointed to the Grant Advisory Committee in March 2007, I have been reappointed once and am currently serving as Chair. The experience I have gained while on the Committee has improved my ability to represent my colleagues and students in the California State University segment and I hope to continue serving in this capacity for another term.

Susan Gutierrez

Professional Resume

EDUCATION

Sonoma State University, Rohnert Park, CA
M.A. in Psychology (Organizational Development emphasis)

University of San Francisco, San Francisco, CA
B.S. in Information Systems Management

Santa Rosa Junior College, Santa Rosa, CA
A.A. in Liberal Arts

PROFESSIONAL EXPERIENCE

Professional Skills

- ❖ Knowledge of fiscal and regulatory requirements of the management of federal, state, and institutional financial aid funds
- ❖ Ability to supervise staff and manage departmental resources to maximize efficiency and effective of operations
- ❖ Ability to work collaboratively with others to develop policies and procedures that satisfy regulatory, institutional, and student-service priorities
- ❖ Strong interpersonal, presentation, and written and oral communication skills.

Positions Held

DIRECTOR OF FINANCIAL AID, SONOMA STATE UNIVERSITY – MAY 2002 TO PRESENT

Reporting to the Senior Director for University Business Services, the Director of Financial Aid is responsible for the operational, fiscal, and personnel administration of the Financial Aid Office, ensuring timely and customer-oriented service to the students of Sonoma State University and compliance with applicable regulations pertaining to the administration and awarding of Financial Aid funds.

The Sonoma State University Financial Aid Office manages federal, state, and institutional financial aid funds for approximately 50% of 8,900 students enrolled each year.

DIRECTOR OF FINANCIAL AID, DOMINICAN UNIVERSITY – MAY 1996 TO AUGUST 2000

Additional Experience

- ❖ California State University Institutional Representative, California Student Aid Commission Grant Advisory Committee, March 2007-present (2008 Chair)
- ❖ Interim Director of Financial Aid, Sonoma State University, October 2001 – May 2002
- ❖ Lead Financial Aid Representative, Sonoma State University, August 2000 – October 2001
- ❖ Assistant Director of Financial Aid/Financial Aid Counselor, Dominican University, September 1993 – May 1996
- ❖ Financial Aid Technician, Santa Rosa Junior College, April 1990 – September 1993 Financial Aid Officer, Heald College, August 1989 – April 1990

CALIFORNIA STUDENT AID COMMISSION

APPOINTMENT FOR GRANT ADVISORY COMMITTEE

CALIFORNIA STATE UNIVERSITY STUDENT REPRESENTATIVE

Ms. Catherine Graham

Director of Financial Aid
Loyola Marymount University
1 LMU Drive
Xavier Hall, Suite 226
Los Angeles, California 90045-2659

Term: 11/29/09 – 11/29/11

Replacing: Reappointment

Background: Catherine Graham is the Director of Financial Aid at Loyola Marymount University in Los Angeles and has over twenty years of experience in higher education and financial aid administration.

Ms. Graham served as an alternate for one year and was appointed as campus representative in November, 2009. She has participated in Grant Advisory Committee Workgroups and meetings regarding issues such as the Institutional Participation Agreement, Veteran's educational benefits and Cal Grant C award scoring.

Ms. Graham has managed financial aid programs and staff, holds a Master of Public Administration degree and is involved with several professional financial aid organizations including the California Associate of Student Financial Aid Administrators, the Council of Colleges, Orange County Foster Youth Support Program, and the National Association of Financial Aid Administrators.



1100 Eleventh Street
Suite 10, Lower Level
Sacramento, CA 95814
Phone: 916-446-7626
Fax: 916-446-7948
Web: aiccu.edu

July 14, 2009

Ms. Diana Fuentes-Michel
Executive Director
California Student Aid Commission
P.O. Box 419026
Rancho Cordova, CA. 95741-9026

RE: GAC Advisory, AICCU Campus Representative

Dear Diana:

The Association of Independent California Colleges and Universities (AICCU) is pleased to re-nominate Ms. Catherine Graham, Director of Financial Aid at Loyola Marymount University, as the AICCU Campus Representative on the GAC Advisory Committee. As Ms. Graham has served as such a capable AICCU Campus Representative over the last two years, we have asked and she has agreed to serve an additional two-year term on the GAC Advisory Committee, beginning November 29, 2009.

Ms. Catherine Graham can be reached through the following contact information:

Ms. Catherine Graham
Director, Financial Aid
Loyola Marymount University
1 LMU Drive
Los Angeles, California 90045-2659
O: (310) 338-7515 F: (310)338-5855
e-mail: cgraham@lmu.edu

Thank you for your consideration of the re-nomination of Ms. Catherine Graham to the GAC Advisory Committee. Please feel free to contact Lisa N. Douglass with any questions regarding this re-nomination. Lisa can be reached at (916) 446-7626.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jonathan Brown', with a stylized flourish at the end.

Jonathan Brown
President
Association of Independent California Colleges and Universities

Catherine Graham
Loyola Marymount University
Los Angeles, CA

Twenty years in higher education and Financial Aid Administration experience building, leading and inspiring teams to achieve and surpass goals and expectations. A creative, resourceful and engaging manager and strong communicator with exceptional organizational, administrative and people skills. Comprehensive knowledge of federal, state and institutional financial aid programs and regulatory policies and procedures. Knowledge and experience in fund management and modeling, strategic financial aid planning and marketing, and aid packaging to support student matriculation and retention initiatives, tuition discounting and revenue demands. Experience in integrating admission and financial aid offices and maximizing enrollment management objectives. Solid relationships with industry leaders, federal and state agencies.

Professional Experience:

Director of Financial Aid **2004 - present**
Loyola Marymount University, Los Angeles, CA

Lead a team of twenty one employees (four direct reports) and manage \$140 million in federal, state and institutional assistance for 7400 students.

- Restructured Financial Aid Office to improve team moral and enhance skill set expertise ensuring student-centered approach to aid management and counseling services.
- Overhauled financial aid delivery system to ensure timely, fair and equitable funding opportunities for all students.
- Increasing institutional grant and scholarship funding commitments to further support institutional mission and recruitment and retention initiatives.
- Actively engaged in strategic aid modeling for use of institutional, federal and state resources to achieve enrollment and fiscal objectives.
- Collaborate efforts with Admissions to ensure recruitment objectives are met
- Member of Retention Committee, Enrollment Management Committee, Honors Committee
- Present at regents, board of trustees and cabinet level meetings

Western Regional Account Manager **2000-2003**
Versura, Inc., Venture Think LLC, Washington, DC
(Web-driven RFP/brokerage house in education loan industry, \$1.6 billion in sales first year)

Key member of cutting-edge student loan management consulting services team. Responsible for providing services and introducing new loan management paradigms to higher education institutions and lending community. Consulted with university clients on the development of the graduate school, “school as lender model” by developing competitive RFPs (Requests for Proposals), and completing financial response reviews maximizing revenue from portfolio sales. Developed Preferred Stafford and PLUS loan lender lists for institutions and developed RFPs to find and contract with lenders who offered the highest quality programs to students while working within the guidelines of the institution.

Financial Aid Director **1996-2000**
Whittier College, Whittier CA

Responsible for the management and administration of the Office of Student Financing. Directed five employees and managed over \$35 million for 1,500 students in federal, state and institutional grant, loan and work programs. Developed packaging policy and procedure to improve discount rate and increase revenue. Enhanced student/department relations by implementing student workshops, staff training and mentorship programs, and student-centered counseling protocols.

- Integrated financial aid and admissions recruitment practices to streamline and support enrollment strategy to improve quality of student body
- Member of pioneer team for first web-based loan management systems (Laureate) – beta test site
- Implemented institutionally integrated computer system (SCT Banner)
- Princeton Review’s annual college guidebook ranked Whittier College in the “Top 10” of students most satisfied with their financial aid experience from 1999-2002.

Assistant Director, Financial Aid Office
The University of Southern California, Los Angeles, CA

1991-1996

Coordinated the Department of Education’s Institutional Quality Assurance Program (IQAP). Managed the Title IV verification processes and procedures for Immigration and Naturalization Services, Social Security Administration and Selective Services. Developed processes and procedures for Federal Refund and Repayment Calculations. Supervised office support team and work study students. Designed and developed a “Financial Aid Awareness and Training Program” for LA County Department of Children’s Services. Presented program to LA County Board of Supervisors – approved for County use.

Acting Director, Student Financial Assistance
Northrop University, Los Angeles, CA

1988-1990

Responsible for domestic student recruitment. Determined prospective student target markets, evaluated demographic trends, established recruitment regions and recruited students. Organized advertising and mail campaigns, telethons and on-campus recruiting events. Coordinated faculty involvement in recruitment, designed and implemented University’s first student recruitment team.

Education:

Master of Public Administration (MPA), University of Southern California, Los Angeles, CA

B.S., Business Administration, University of Redlands, Redlands, CA

Professional Activities:

California Student Aid Commission

Grant Advisory Council – AICCU Alternate, July, 2006 - present

California Associate of Student Financial Aid Administrators

Executive Council Member, 2007

Independent Segment Representative, 2007

Member and Presenter since 1990

College Board

2008 Chair, Western Region Assembly

2007 Chair-Elect, Western Regional Assembly

2006 Chair, College Scholarship Services Committee, Western Regional Assembly

2005 Member, College Scholarship Services Committee, Western Regional Assembly

Council of Colleges, Orange County Foster Youth Support Program

Member since 2004

National Association of Financial Aid Administrators

Member and Presenter since 1987

California Student Aid Commission Grant Advisory Committee (GAC)

Commission Liaison: Enrique Murillo

Staff Liaison: Catalina Mistler

Segment	Title	Name	Term	
			Began	Expires
University of California	System Representative	Kate Jeffery	05/24/91	N/A
University of California	Campus Representative	Chris Shultz	02/26/09	02/26/11
University of California	Student Representative	Andrew Grant	09/04/08	09/04/10
California State University	System Representative	Dean Kulju	02/29/08	N/A
California State University	Campus Representative - CHAIR	Susan Gutierrez <i>RE-NOMINATED</i>	02/22/07	11/18/09
California State University	Student Representative	Jammie Jelks	02/26/09	02/26/11
California Community Colleges	System Representative	Tim Bonnel	05/23/06	N/A
California Community Colleges	Campus Representative	Cindy Castillo	04/16/09	04/16/11

California Student Aid Commission Grant Advisory Committee (GAC)

Tab 2.c

Segment	Title	Name	Term	
			Began	Expires
California Community Colleges	Student Representative	VACANT Previous: Rick Diffenderfer 04/17/08-04/29/09		
Independent California Colleges and Universities	System Representative	Lisa Douglass	09/05/07	N/A
Independent California Colleges and Universities	Campus Representative	Catherine Graham <i>RE-NOMINATED</i>	11/29/07	11/29/09
Independent California Colleges and Universities	Student Representative	Barbara Bonardi	03/16/09	03/16/11
Proprietary Institutions	Representative – VICE CHAIR	Mary T. Lindsey	06/27/08	06/27/10
Proprietary Institutions	Representative	Frederick Holland	09/05/07	09/12/09
Proprietary Institutions	Student Representative	Judi Sveen	11/29/07	11/29/09
K-12 Schools	Representative	Sally Pace	11/29/06	11/29/08
K-12 Schools	Representative	David Kopperud	04/16/09	04/16/11
K-12 Schools-High School Counselor	Representative	Sharon Bowles	06/27/08	06/27/10

California Student Aid Commission Grant Advisory Committee (GAC)

Tab 2.c

Segment	Title	Name	Term	
			Began	Expires
California Postsecondary Education Commission (CPEC)	Representative	VACANT Previous: Adrian Graham 06/27/08-07/21/09		
California Association of Student Financial Aid Administrators (CASFAA)	Executive Council Representative	Coleetta McElroy	04/17/08	04/17/10

SEGMENT	CURRENT MEMBERS	EXPIRING SOON	EXISTING VACANCIES	NOMINEES	TOTAL MEMBERS
University of California	3				3
California State University	3	1		1	3
California Community Colleges	2		1*		3
Independent California Colleges and Universities	3	1		1	3
Proprietary Institutions	3	2**			3
K-12 Schools	2				3
California Postsecondary Education Commission (CPEC)	0		1***		1
California Association of Student Financial Aid Administrators (CASFAA)	1				1
TOTALS:	17	4	2	2	20

*Nomination request letter mailed to CCCCCO 06/30/09; deadline 08/07/09

**Nomination request letter mailed to CAPPS 06/30/09; deadline 08/07/09

***Commission staff have been in contact by phone- and email regarding nomination process.